

FEBRUARY 2016

VOLUNTEER EXCELLENCE: CREATING OPPORTUNITIES FOR AMAZING VOLUNTEER EXPERIENCES

Does your association rely on volunteers? Do you have committees, task forces, or other volunteer opportunities for members? If so, then you do not want to miss March's seminar, "Volunteer Excellence: Creating Opportunities for Amazing Volunteer Experiences," on Friday, March 4 from 8:30 to 11:00 a.m. at the Embassy Suites Richmond.

Volunteers serve in so many key roles - they are our visionaries and sources of strategic insight. They are the feet on the ground, our welcome committee, and source of fiscal oversight. They give of their time and talent at all hours of the day. It is their association. March's seminar will focus on how we can repay our volunteers for their generous hearts with amazing volunteer experiences. **This interactive seminar will discuss the volunteer lifecycle, pitfalls to avoid, and sustainable volunteer programs.** Attendees will leave the session with a better understanding of how to lead and create amazing experiences for their volunteers.

National association leader, Lowell Aplebaum, CAE is the seminar content leader. Lowell is Chief Operating Officer with the American Society for Parenteral and Enteral Nutrition (ASPEN). He has worked extensively in the field of volunteer management including authoring a chapter in ASAE's Professional Practices in Association Management, 3rd edition.

Note: March's seminar does not include a luncheon or networking reception.



REGISTER NOW FOR ANNUAL CONFERENCE

Registration is now open for the 2016 VSAE Annual Conference, **Today's Leaders, Tomorrow's Solutions**, May 1-3, at the Westfields Marriott Washington Dulles in Fairfax County, Va. The focus for this year's conference is equipping leaders with the solutions to tomorrow's challenges. Whether its communications, financial management, governance, or advocacy, the content at this year's conference is focused on helping you grow professionally.

And not only will you grow professionally, you're guaranteed to have a good time in the process. This year's conference includes several pre-conference activities where you can network with colleagues and enjoy the sights and sounds of Fairfax County. Tour the Steven F. Udvar-Hazy Center of the Smithsonian National Air and Space Museum or enjoy an afternoon at The

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NEXT EVENT

MARCH SEMINAR

Friday, March 4

Embassy Suites by Hilton Richmond

SCHEDULE

Registration 8:00 a.m.

Seminar 8:30-11:00 a.m.

**VOLUNTEER EXCELLENCE:
CREATING OPPORTUNITIES
FOR AMAZING VOLUNTEER
EXPERIENCES**

Lowell Aplebaum, CAE

[Register online at vsae.org.](http://vsae.org)

UPCOMING EVENTS

SIG | Meeting Planner

February 18

Topic: Continuity of Operations
Planning Workshop
Medical Society of Virginia

SIG | Membership

February 26

Topic: Navigating Association
Trends in Your Organization
Virginia Society of CPAs

SIG | Senior Staff

March 25

Topic: Business Book Discussion:
*Essentialism: The Disciplined
Pursuit of Less* by Greg McKeown
Virginia Society of CPAs

VSAE Annual Conference

May 1-3

**TODAY'S LEADERS
TOMORROW'S SOLUTIONS**

Westfields Marriott
Washington Dulles
Annual Conference brochure enclosed.
Register today!

**Check out all events at
vsae.org/upcoming-events.**



2016 CALL FOR VOLUNTEERS

Volunteering with VSAE is a great way to get more involved and give back to **your association community**. The committees are instrumental in important activities like helping plan the educational content for meetings, recruiting new members, and marketing events like the Annual Conference and Educational Symposium & Expo. It's also a great way to network and meet other members with similar interests.

The following committees will be seeking volunteers to begin one year terms on May 1.

- **Annual Conference Task Force** – Promotes attendance, recruits sponsors, and assists staff with conference planning and marketing.
- **CAE Committee** – Promotes the Certified Association Executive (CAE) credential and plans study groups (CAE members only).
- **Community Service** – Organizes community service activities and fundraising activities to support charities suggested by the membership.
- **Education** – Develops educational content for VSAE events including speakers at Annual Conference, Expo, and Monthly Seminars.
- **Expo** – Secures vendors to exhibit at the Expo. Encourages attendance by members and other qualified meeting planners.
- **Government Affairs** – Monitors state legislative, executive, and regulatory actions that impact association management (Executive members only).
- **Membership** – Promotes membership and assists with member retention. Welcomes new members.

“Volunteering for VSAE, which I've done for many years, is one of the most rewarding professional experiences of my career. I've met amazing people, and have had the opportunity to work on some really interesting projects—all while serving fellow members.”

Jan Morehead, CAE
VA Transportation Construction Alliance

- **Silent Auction Task Force** – Promotes Silent Auction primarily through soliciting donations.

There are also other ways to volunteer. (See info to the right.)

- **Content Leader**
- **New Member Mentor**

On Tuesday, February 16, VSAE will send out its 2016 Call for Volunteers email invitation. The email will contain a form link. If you are interested in volunteering to serve on a committee, be a Content Leader, or be a New Member Mentor, respond to that email by completing the form. The Call for Volunteers closes on Tuesday, March 8, and members will be notified of any appointments by mid-April.

VSAE depends on volunteers to do much of its work throughout the year. Serve your association community by volunteering today.

If you have any questions about volunteering with VSAE or any of the committees, please call Brandon at (804) 249-2234 or write him at brandon@vsae.org.



CONTENT LEADER

Share your expertise or experiences in association management with members by presenting at a VSAE event or writing for the *Association Press* newsletter. More information on speaking at a VSAE event is available at vsae.org.



NEW MEMBER MENTOR

Developed by the VSAE Membership Committee, this program facilitates the integration of new VSAE members into your association community. Mentors reach out to new members, help them network, and help them navigate VSAE.

Winery at Bull Run. And for the golfers, challenge yourself to 18 holes on the Fred Couples-designed course at the Westfields Golf Club.

The conference kicks off with a keynote presentation from Candace Bertotti with Vital Smarts, the company behind the bestselling book, *Crucial Conversations: Tools For Talking When Stakes Are High*. Candace will present on the critical communication skills you need to discuss ideas in a way that leads to everyone buying into the decision.

This year's closing session speaker on Tuesday morning is another one you won't want to miss. Meagan Johnson will present, "Zap the Generational Gap!" – a high energy humorous look at the dominant generational forces in the workforce. The presentation will leave you with tools you can use immediately to improve your relationships with members, colleagues, and in your everyday life.

This year's conference, which includes over 6 hours of CAE qualified education, also has breakout sessions on association finance, legislative advocacy, and ideas to really push your thinking about association management. You can see full descriptions in the conference brochure included with this newsletter or on the website at vsae.org/annual.



Back by popular demand, this year's conference will feature IGNITE presentations from attendees. IGNITE presentations are fast-paced five minute presentations with 20 slides that auto-advance every 15 seconds. Topics range from the personal to the professional. ALL ATTENDEES are invited to submit their ideas to give an IGNITE at this year's conference.

Learn more at vsae.org/ignite.

MEMBER SPOTLIGHT

Sherri Halloran, CAE
Vice President, Membership and Programs
Virginia Biotechnology Association



What drew you to the Association industry? I wanted to work for an organization where I felt like I was using my skills for the greater good. I had done the corporate world for a long time and was tired of feeling like I wasn't making a difference in the world. The association industry allows me to assist others, sharing knowledge, making connections to help individual companies and the industry as a whole grow.

What has been your biggest challenge in volunteer/membership management? It's sometimes a challenge to manage expectations. As a small association staff, there are always more ideas than there is time and resources to accomplish them.

What has been your greatest success in increasing membership? The ability to help make personal connections between organizations with similar interests across the state has really helped us bring in new members. Researchers tend to keep their heads down and focused on their work. They often don't know what's going on at another institution across the state. We've been able to make introductions that have evolved into very successful collaborations, including additional funding to help our small companies grow.

What advice can you offer a young professional in the industry? Take advantage of mentors, and

recognize that mentors can be anyone. Over the years, I've learned from bosses, peers, and even friends in different industries. Ask questions and listen. You don't have to know everything, you just need to be willing to learn. Don't be satisfied with the status quo. Stay curious and open to new ideas and new ways to do things.

What do you enjoy doing in your time away from work? I am active, so I run and play recreational sports. I also enjoy spending time with long-time friends, trying new experiences, going new places, and feeling like I'm getting the most out of my life.

TODAY'S LEADERS | TOMORROW'S SOLUTIONS 2016 ANNUAL CONFERENCE

Saturday, April 30

6:00–7:00 p.m.

Welcome Reception

Executives and Sponsors only.

Sunday, May 1

11:00 a.m.–4:00 p.m.

Golf at Westfields Golf Club

11:30 a.m.–4:00 p.m.

Visit to The Winery at Bull Run

11:30 a.m.–4:00 p.m.

Visit the Steven F. Udvar-Hazy

Center of the Smithsonian

National Air and Space Museum

3:30–6:00 p.m.

Registration Open

6:30–7:30 p.m.

Opening Reception

Westin Washington Dulles Airport

7:30–9:00 p.m.

Dine around the

Reston Town Center

Reston Town Center

10:00 p.m.–12:00 a.m.

Welcome Party hosted by the

Hilton Washington Dulles

Monday, May 2

6:00–7:00 a.m.

5K Fun Run

8:30–10:00 a.m.

Breakfast & Opening Keynote:

Crucial Conversations: Tools for

Talking when Stakes are High

Candace Bertotti

10:00–10:15 a.m.

Networking Break

10:15–11:30 a.m.

BREAKOUT SESSIONS

12:00–1:30 p.m.

Lunch and Board Installation

1:45–3:00 p.m.

BREAKOUT SESSIONS

3:00–3:15 p.m.

Networking Break

3:15–5:00 p.m.

Shared Interest Group

(SIG) meetings

5:30–6:30 p.m.

Emerging Association

Professionals (EAP) Reception

Invitation only.

6:00–6:30 p.m.

President's Reception

Invitation only.

6:30–10:00 p.m.

Reception, Dinner,

and Entertainment

Tuesday, May 3

8:30–9:30 a.m.

Sponsors and Executives

Breakfast

Ticketed event.

9:45–11:00 a.m.

Closing Session Keynote:

Zap the Generational Gap!

Meagan Johnson



WHEN DID COMMITTEES GO OUT OF FASHION?

A frequent question of association executives is, “Can you tell us how to get our committees to work?” It is followed by descriptions of declines in volunteering, do nothing committees, and committees that act without authority.

“We had some unproductive committees that did not advance our agenda and counterproductive ones generating ideas outside our mission. We have eliminated most standing committees, preferring focused task forces instead,” explains Chris Isaacson, Executive Vice President at the Alabama Forestry Association.

HISTORY

Governing bodies have relied on committees for centuries. The results can be powerful.

On June 11, 1776, Congress appointed a committee of five to write the Declaration of Independence. They operated for four weeks or until the Declaration was published on July 5, 1776. It could be said they were an expeditious task force.

In another example, an architectural drawing of the Texas state capitol circa 1839-1856 designed the building to incorporate five committee rooms adjacent to the House and Senate chambers.

Always, the intent of committees has been to make the best use of talented persons willing

to give their time to advance issues and solve problems—supplementing the work of the board of directors and staff.



WASTE OF TIME?

I’ve known committees that produced significant results. They have written books, created certification programs and passed legislation. They’ve been the source of inspiration and created future leaders.

Adversely I’ve listened to committees that start with the question, “What do you think we should do this year?” The group thought they’d brainstorm to come up with new projects for staff.

Problems arise when the chairman provides no agenda, dominates conversations, advances a personal agenda, or the meeting lacks a quorum. Or when members arrive only for lunch, offer minimal input, and frequently check watches for a quick departure.

One way to lose a dues-paying member is to ask him or her to participate on a committee that wastes time. Members have described

attending meetings where the chair arrived late, there were no resources, and no decisions were made.

Equally bad are calls for volunteers that lead to dead ends. Members agree to sign up but receive no more information, which may imply, “we don’t want you.”

TALENT, DIRECTION AND LEADERSHIP

Talent, direction, and leadership are elements of thriving committees.

TALENT – Volunteers bring talent to the committee table. Their role is not to simply listen in hopes of gaining insider information.

For example, a Government Affairs Committee has 40 persons who attend to gain first-hand information. The composition leaves the committee short of persons with the skills to monitor legislation, draft laws, and lead coalitions.

■ **Call for Volunteers** – Maintain a roster of persons willing to volunteer. The clearer the purpose statement for each committee, the more likely the right persons will volunteer. Describe the amount of time required. Explain how volunteer work and leadership can be advantageous.

■ **Assignments** – Get the right volunteers on the right committees. Identify their interests and competencies, then recommend a good fit. Most importantly, if they volunteer, respond to their offer. It is belittling to call for volunteers and then ignore them.

■ **New Models** – Volunteers have limited time. Committees are transforming into micro-tasks and quick action teams. Volunteers prefer a clearly defined timeline as opposed to a year-long standing committee.

ABOUT THE AUTHOR

Bob Harris, CAE provides free governance tips and templates at nonprofitcenter.com and facilitates strategic planning on board orientation. He can be reached at bob@rchcae.com



The trend is fewer standing committees and a reliance on task forces that disband upon completion of their assignment.

■ **Mergers** – Some organizations appoint committees because, “We’ve always had that committee.” Be sure there is a need for every committee and they align with the goals of the strategic plan. It may be politically difficult, but some committees can be eliminated or merged.

■ **Communication** – Keep the members informed. Though a committee may meet infrequently, it needs a flow of information. Invest in the technology to allow online collaboration. Keep everyone informed of progress.

■ **Outsource** – Why appoint a committee when outsourcing the task can be more efficient? For instance, a Bylaws Committee can take six months to do what an attorney could do in days.

DIRECTION – Committees fall under the authority of the board and direction of the strategic plan. They need clear assignments (expected outcomes) and should have a statement of purpose.

It is common that committees will “wander,” sometimes expanding their workload without necessity or authority. For instance a Governance Review Committee is charged with making recommendations about two paragraphs in the bylaws. At the first meeting they expanded the charge to review the entire bylaws and policy manual, to examine 10 years of history, to analyze the interface of leadership and staff, and a study of similar organizations.

■ **Purpose Statement** – Every committee should have a purpose statement; a sentence or paragraph to narrow the focus. Without a statement, a “Membership Committee” might expand its work to member benefits, recruitment and retention, campaigns, and member awards.

■ **Current Year Charges** – “When it is in writing it is more likely to be

achieved.” The chief elected officer or the board should precisely define assignments for the committee. Narrow the focus to only one to three charges for the year.

■ **Strategic Plan** – Nearly every endeavor should support an aspect of the strategic plan. Committees should recognize they are advancing the organization’s strategic plan. Failure to perform will endanger the success of the plan.

“One way to lose a dues paying member is to ask him or her to participate on a committee that wastes time.”

■ **Vision** – A committee should have a vision to define what success looks like. For example, “By our final meeting we will have reviewed all the certification test questions and presented a report to the board.” Vision should influence nearly every communication, discussion, report, and outcome. Without a vision momentum wanes, members lose interest, and the group begins holding meetings for the sake of holding meetings.

LEADERSHIP – Committees require leadership. The appointees are responsible for planning and chairing an efficient meeting and be the visionary

for engineering how results will be achieved. Committees are often the forum for developing future leaders.

■ **Chair and Vice Chair** – Appoint both a chair and vice chair (or co-chairs). When the chair cannot attend, loses interest, or is transferred, the vice chair can assume the role.

■ **Liaisons** – Committees need a connection to the board. The role of a board liaison is to champion the committee’s positions and work for the Board of Directors. The role of a staff liaison is to serve as a resource.

■ **Orientation** – Include committees in the annual orientation process. Just as board members benefit from an improved understanding of the organization, so do committee chairs.

■ **Organizational Chart** – Depict the lines of communication between board, staff, and committees with an organizational chart.

■ **Technology** – I smile when I hear a board from a relatively small state say, “We can’t get our committees together because of driving distance.” The opposite are global organizations with committees that manage across multiple time zones and languages to produce results. Integrate technology into committee meetings so members can participate without the drive time and have access to information 24/7.

■ **Succession** – The committee leadership should maintain records so that the successive leaders will understand the work of the prior year and be able to pick up seamlessly where the committee ended.



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Omni Charlottesville Hotel
The Omni Homestead
Omni Richmond Hotel
Richmond Marriott Downtown
Richmond Marriott Short Pump
Richmond Region Tourism
Salamander Resort & Spa
Wyndham Virginia Beach

MASSEY CANCER CENTER WINS IN JANUARY

The Massey Cancer Center provides comprehensive cancer care with a full range of medical and support services. At the January Luncheon, the Community Service Committee provided a chance to win an overnight stay for two at the **Renaissance Portsmouth-Norfolk Waterfront Hotel**, generously donated by Denise Creasman to support the Center. The Massey Cancer Center was specially chosen in order to support the family of a fellow VSAE member, **Amy Vealey Sales**. Amy, along with VSAE President **Wilmer Stoneman, III, CAE**, is pictured presenting the check to the VCU Massey Cancer Center.



REACH EVEN HIGHER.

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PARTNER HIGHLIGHT:

What's New in Newport News? The Newport News Marriott is at the heart of City Center at Oyster Point and continues to offer conference attendees and travelers an exceptional stay in a convenient location. There are many updates at both the Marriott and City Center and we welcome friends from VSAE to come experience it all in 2016!

STYLISH GUESTROOMS

The Newport News Marriott at City Center offer 256 guestrooms and suites that have a fresh and modern style that is sure to please your attendees. All guestrooms feature a flat screen TV, a wine cooler, coffee maker, in-room safe, high speed Internet, and views of the surrounding City Center landscape.

CONVENIENT AMENITIES

The lobby was renovated in the past year and was opened up to give guests the freedom to enjoy food, beverage, and time with friends and colleagues in a variety of seating and dining areas. The updates feature a beautiful new bar, lounge areas with flat screen televisions, community gathering tables, and an outdoor patio with a fire pit overlooking the five-acre fountain that is the centerpiece of City Center.

Convenient business center stations and mobile check-in are also available. The fitness center features all new equipment, and the indoor pool is a welcome stop after a workout.

EXPANSIVE CONFERENCE CENTER

The conference center features 25,000 square feet of space, including the 12,000 square foot Grand Ballroom, and flexible breakout options. The stunning rotunda is a unique space for welcome receptions and special events. And the views from the 10th floor boardroom will certainly make your next board meeting memorable.

CITY CENTER AT OYSTER POINT

Paragon Theater, located adjacent to the hotel, features 12 screens with recliner seating, as well as NEO Kitchen and Bar, and MyPi Pizza, allowing moviegoers to enjoy food and drink before

NEWPORT NEWS MARRIOTT AT CITY CENTER



the movie or at their comfortable seats in the theaters. Many wonderful dining options are available in City Center including Tucano's Brazilian Steakhouse and Travinia Italian Restaurant and Wine Bar. Salsa's and Hiyashi Sushi & Grill are local favorites. Enjoy gourmet sandwiches at Taste, or full American fare at The Cove, or visit The Lunch Bell for breakfast. Aromas Coffee Shop is a local favorite, and City Center Ice Cream Parlor will satisfy your sweet tooth. And Kitchen 740 Restaurant and Bar at the Marriott is available all day every day for your convenience. City Center is home to many boutique shops for hours of browsing and the new Wine & Design provides a fun group painting experience for groups. Step out of the doors at the Marriott to take advantage of all that the new Newport News has to offer.

CONVENIENT HAMPTON ROADS LOCATION

Ferguson Center for the Performing Arts, Christopher Newport University, The Mariners Museum, and The Virginia Living Museum are among the attractions in the immediate vicinity. The Newport News Marriott at City Center is not only at the heart of Oyster Point, but is also at the heart of the Hampton Roads region. Centrally located on I-64 just 15 minutes west of Hampton and 15 minutes east of Williamsburg, the location makes it easy to see all that the region offers.

CONTACT:

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AROUND THE COMMONWEALTH



Tyler Craddock of the Virginia Manufactured and Modular Housing Association has been elected Chairman of the Chesterfield County Community Services Board (CSB). He was first appointed to the board in 2012.

Hilton Richmond Downtown completed its 13 million dollar renovation and conversion from Hilton Garden Inn Richmond Downtown to Hilton Richmond Downtown. All 250 guestrooms were renovated as well as all the public space and restaurants. The 6,000 square feet of meeting space was expanded into the unused retail space to create 15,000 square feet of meeting and banquet space.



Convention South magazine's Reader's Choice Award recipients represent CVBs, meeting sites, and hotels in the south that demonstrate a

high standard of professionalism and quality of service. For a complete list of winners, visit conventionsouth.com.

2015 Reader's Choice Award Winners:

- Chesapeake CVB
- discoverLynchburg
- The Founders Inn & Spa
- Hilton Garden Inn Virginia Beach Oceanfront
- Virginia Beach CVB
- Virginia Beach Resort Hotel & Conference Center
- Visit Fairfax
- Wyndham Virginia Beach Oceanfront

2015 New & Renovated Award Winners:

- Norfolk Waterside Marriott Hotel
- The National Conference Center



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Published by the Virginia Society of Association Executives

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Editorial Deadline
First of each month

Advertising Space
Contact the VSAE office for additional information

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HEALTH CARE CORNER



The 2016 Health Savings Account "HSA" contribution limits have been established by the IRS. The individual contribution limit remains the same as 2015 at \$3,350. The family contribution limit increased by \$100 to \$6,750. There is a \$1,000 catch up provision for people age fifty-five and older. If you have a qualified High Deductible Health Plan "HDHP" it is very important to open and fund an HSA. Please contact me with any questions.

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